

5-12-2016

Advancement & Communications Committee Meeting Minutes 05/12/2016

UC Hastings Board of Directors

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**UNIVERSITY OF CALIFORNIA
HASTINGS COLLEGE OF THE LAW**

ADVANCEMENT & COMMUNICATIONS COMMITTEE

MINUTES SUMMARY

Thursday, May 12th, 2016 –10:30 a.m.
UC Hastings College of the Law
Office of the General Counsel
A. Frank Bray Board Room, 1-Mezzanine
198 McAllister Street, A. Frank Bray Board Room
San Francisco, California 94102

1. ROLL CALL

Acting Chair Tom Gede called the meeting to order at 10:30 a.m. And, the Secretary called the roll.

Committee Members Present in Answer to Roll Call:

Chair Sandra Thompson
Director Marci Dragun
Director Courtney Power
Director Donald Bradley
Director Mary Noel Pepys

Staff Present:

Acting Chancellor & Dean David Faigman
Chief Financial Officer David Seward
General Counsel Elise Traynum
Acting Provost & Academic Dean Evan Lee
Chief Fundraiser Eric Dumbleton
Professor Leo Martinez, 333 Golden Gate Campaign Chair
Director of External Relations Alex Shapiro

Others Present:

Chair Tom Gede
Director Claes Lewenhaupt (via Telephone)

2. PUBLIC COMMENT

Chair Sandi Thompson opened the Public Comment Period. Hearing no requests from the public to speak, she closed the Public Comment Period.

3. APPROVAL OF MEETING MINUTES – FEBRUARY 11, 2016

Chair Sandi Thompson called for approval of the February 11, 2016, Minutes. There being no corrections, additions or deletions to the Minutes, the Minutes were approved and ordered filed as distributed.

4. EXTERNAL RELATIONS UPDATE

Director of External Relations Alex Shapiro gave an update on external relations activities, including peer reputation or peer relations that have impact on *US News and World Report* rankings. He described his methodology for forming relationships with the media. He noted that rather than pitching the media stories or simply reacting when the media has questions, he wanted to give journalists stories that they could not get anywhere else about UC Hastings scholars and activities. As an example, he showed a two minute video that he made on Professor Dave Owen, a new faculty member whose scholarship is water law, and he pointed out how Professor Owen got the word out about his scholarship by blogging about water law. Director of External Relations Alex Shapiro emphasized positive media coverage as a result of posting the video where the scholar is telling a little about his scholarship, why he is excited about it, and why what he is doing matters.

As far as peer reputation, Director of External Relations Alex Shapiro reported that the College's score has been 3.1 out of a maximum of 5 points for the last three years. Forty percent of the College's rankings is based upon peer reputation. He emphasized how significant it is to the rankings to have the 800 people who will cast ballots in September and early October to recognize UC Hastings' reputation as a top rate law school with the College's faculty producing notable top rate scholarship. Acting Chancellor & Dean David Faigman will be writing to the cast of 800, to invite them to contact him with questions about the College.

Next, Director of External Relations Alex Shapiro informed everyone about the neighborhood relations for the three neighborhoods, the Civic Center, Market Street, and the Tenderloin. He spoke of the many upgrades and new businesses that have opened in the neighborhoods. This year, the College formed the UC Hastings Community Partnership that would focus on developing and maintaining positive relationships in the community. New External Relations Department employee Benjamin Ybarra will work with Alex Shapiro and David Seward on these efforts. Director of External Relations Alex Shapiro rolled out the new street pole banner program, "UC Hastings College of the Just and of the Law of the World." He noted that students and

administrator focus groups met with the advertising company to make sure that the new campaign would translate for prospective students into an institution that they would want to attend. Director of External Relations Alex Shapiro reported that he has completed the new website entitled, *Building UC Hastings* that highlights the activities related to the construction of the new academic building.

The Committee and Chair Sandi Thompson thanked Director of External Relations Alex Shapiro for his report. Chair Sandi Thompson commented that the Directors are the eyes and ears of UC Hastings and when they hear things about the College, they should feed them back to Alex Shapiro.

5. FUNDRAISING STATUS: 333 GOLDEN GATE AVENUE

Professor Leo Martinez, 333 Golden Gate Campaign Chair, began his report by asking that all Directors give to the 333 Golden Gate Building Fund. He asked that the Directors be at 100% contribution rate by June 1. The target for the building fund is \$55 million. The fund may be used for the building, as well as other programmatic programs. Donors may earmark their contributions to brick and mortar or direct funds to specific things that are under the umbrella of the building fund.

The plan is to make significant rounds of asks after the June 1 date. He emphasized the significance of being able to report to prospective donors that the Directors and the alums of all of the College boards made contributions. Foundation Trustees have contributed \$620,000.00 to date. The Foundation goal is \$800,000.00

Professor Leo Martinez reported that six asks have been made at the seven-figure level. Of the six, one donor committed to a \$100,000.00 gift. Eighteen seven-figure asks will be made soon. Also, a graduate of 1990 gave a gift of \$200,000.00.

A lengthy discussion ensued on the number of naming opportunities available for the new academic building, including naming the proposed sky deck between 200 McAllister Street and the new building, as well as expressions of interest on the building footprint.

Chief Fundraiser Eric Dumbleton spoke about the pipeline he is building to forge relations with prospective donors with the help of Acting Chancellor & Dean David Faigman and Professor Leo Martinez. He noted that Dean Faigman and Professor Martinez are known through the alumni community which helps his credibility as the new person on the UC Hastings team.

Chief Fundraiser Eric Dumbleton spoke of the \$500.00 naming opportunity for bricks in the courtyard. The slogan is *Building UC Hastings Together Brick by Brick*.

6. STAFFING UPDATES

Chief Fundraiser Eric Dumbleton introduced the newest member of his staff, Caroline Knowles, Director of Alumni Engagement. Ms. Knowles will be taking over the reunions and the UC Hastings Challenge.

7. FY 2015-2016 DEVELOPMENT REPORTS

Chief Fundraiser Eric Dumbleton presented the fundraising report as distributed. He noted that the capital campaign for the new building is separate from the annual giving campaign. Language will be added to the College's pledge agreement to make it clear that that a commitment to the building fund is separate from annual fund donations.

8. BUILDING UC HASTINGS FUND RESOLUTION-REVISION

Chief Fundraiser Eric Dumbleton reported that the Harry Bronson & Edith R. Knapp Foundation made a contribution of \$75,000 to support the building fund. Further review of the building fund resolution adopted by the Board of Directors revealed that the terms of the resolution were too narrow to allow funding of all aspects of the long-range campus plan. Chief Fundraiser Eric Dumbleton presented an amendment to the resolution that would broaden the purpose of the building fund to encompass all aspects of the long range campus plan.

9. ADJOURNMENT

The Meeting was adjourned at 12:00 p.m.